



Stuart Gross

Editorial Index — 1984

**Index of Marketing & Media Decisions for 1984,
arranged by subject and content, and including feature articles,
regular columns and departments**

ADVERTISING AGENCIES

Media and creative — a closer marriage — Creative people go to media earlier to get signals straight. Jan. p 58.

Agencies in '83; biggest did best — Medium-sized agencies will have to find means to expand if they expect to survive challenge from the big shops. Jan. p 91.

It takes two to tango — Henry J. Kaufman examines client/agency relations (first of three parts). Feb. p 59; part two — Mar. p 62; part three — April p 64.

Microcomputer's role in advertising — Herb Manelovec examines role of the computer in agency future. May p 140.

Direct marketing hits the agencies — As the mass market breaks up, advertisers seek ways to sell individuals. June p 59.

Getting together is hard to do — Latecomer to the direct marketing scene, SSC&B has taken the plunge with the Frank Vos Co. June p 62.

Top 15 agencies involved in cable programming. June p 71.

The ad agency universe — A look at the number of employees. (Papazian-ATSI) Aug. p 98.

Agency compensation: Fee vs. Commission — Will an advertiser save money or lose service under a fee system? FS p 109.

Client conflict woes — as told from the

agency side — Agency execs question client claim that multiple accounts in the same product category jeopardize confidentiality. Oct. p 70.

Client conflict woes — as told from the client side — The clients tell it from their perspective. Nov. p 61.

A quartet of agencies tunes to separate global roles — How four agencies are positioning themselves to handle increased international business. Dec. p 43.

What agencies really think of global theory — Here are the stumbling blocks that curtail implementing a universal strategy. Dec. p 74.

ABBREVIATIONS

ATSI As They See It

FU Futures

NM Newsmakers

AWSI As We See It

GE Guest Editorial

PB Print Beat

BtB Broadcast Beat

HW Homework

Q Quotes

BtB Business to Business Special

MB Mailbag

SS Spring Special

DC D.C.

MED Mediology

UP Update

DM Direct Marketing

NE The New Electronics

VuPt Viewpoint

FS Fall Special

NIM New in Media

AGENCY, ADVERTISER AND MEDIA PEOPLE

TVB honors crusading [Norman] Glenn. (NM) Jan. p 21.

RAB's new day — "If it works, don't fix it" — Bill Stakelin's job is keeping radio red hot as he succeeds Miles David. Jan. p 60.

Kostyra's credo: Find the white peas — Guest editor Richard Kostyra, J. Walter

Thompson, describes some strategic and tactical uses of media that provide extra benefit through uniqueness. Feb. p 66.

An editor of distinction — Carroll J. Swan: 1914-1984 — On the occasion of his death. Mar. p 2.

High hopes for fledglings — Media tyros describe hopes and early experiences as they start careers. Mar. p 66.

A long search rewarded — Sandra Rifkin: new editor in chief of M&MD. May p 2.

The hotshots — Magazine mavericks — 13-30's founders Christopher Whittle and Phillip Moffitt give magazines a special interest. May p 62.

Tina's in Vogue at Vanity Fair — Vanity Fair takes Tina Brown as its third editor. She may just be Conde Nast's cup of tea. May p 72.

Wtdt: mktg vp w/pckg gds. exper — Demand for marketing executives still going strong. (FU) June p 50.

Chutes and ladders in the media department — The traditional buyer/planner route to advancement is no more. June p 72.

A day in the life of Alec Gerster — What happens in the typical day of a media director. Sept. p 42.

NBC Radio's new president says 'all is well' — Randy Bongarten's biggest challenge is to convince advertisers that radio is a primary medium. Nov. p 72.

BUSINESS PUBLICATIONS/ BUSINESS-TO-BUSINESS

As simple as 1-2-3 — In less than a year Lotus Development Corp., combining first-class product and selling strategy, became the hottest software package. BtB p 22.

Young upstart in a \$500 million market for anti-ulcer medication — How Glaxo-Roche markets a strong product advantage in Zantac. BtB p 32.

Teaching computers to talk to phones — Rolm Corp. launched a multi-media blitz to take over market in telephone switching equipment. BtB p 38.

Pumping new life into old products — How Dow Corning breathes new life into them with a limited budget. BtB p 46.

No salesman should ever call on a stranger — Automatic Data Processing, Inc., paves the way for its salesmen with radio and print. BtB p 50.

When your only customer is the Federal Government — It's no easy job to advertise to one customer. Here's how McDonnell Douglas does it. BtB p 58.

"3M hears you" — Being a good listener pays off — How 3M promotes tens of thousands of products under one corporate image. BtB p 62.

Piggyback ride on the Orange Blossom Special

A glamorous old train and hard sell advertising helps Seaboard Systems Railroad woo Florida growers back to the rails. BtB p 68.

The future . . . without the shock — Exxon Office Systems used cartoons to calm fears that office systems would become obsolete. BtB p 74.

Out of sight — yet top of mind — Barksdale Controls concentrates in a select list of industrial publications to reach design engineers. BtB p 80.

Showing industry how to save energy — How Foxboro Co. tells this story to a wide range of industries. BtB p 84.

Charlie Chaplin is alive and well — The "little tramp" helps dispel IBM's ivory tower image and makes the company more human. BtB p 88.

What do you do with a high quality, no profile company? — Research told Cambro Mfg. Co what was wrong. A new ad and sales promotion strategy made the company a winner. BtB p 96.

Canon catapults ahead in new copier sales — Canon (via Jack Klugman) corners the copier market with a well-planned ad and marketing campaign. BtB p 102.

Don't let the microchips fall where they may — American Microchips, Inc., spends \$1 million to change image relying heavily on copy testing. BtB p 108.

Booming business press plans small cost push — Healthy business means modest increases for advertisers. FS p 73.

Business paper shootout headed for New York — Three business publications compete in the New York market. Oct. p 62.

"As they see it" columns on business publications and business-to-business by:

Marie Kachinski — The danger of de-personalization — It would be a pity if the human contact was removed from the business of business publishing. Jan. p 82.

John Ashby — Utilizing the "800" number — Be sure your client gets an "800" number that he can use in all his ads. Feb. p 102.

Lance P. Nelson — How to avoid new product blues — There are no hard-and-fast answers but there are rules. Mar. p 98.

Janice Clements — Consumer look for business press — How the business press has revitalized its product. Sept. p 92.

CABLE TELEVISION

(Feature articles only — see subject index for lesser items)

Can cable stem tide of disconnects? — It's a worry when 27% of subscribers can-

Brand reports and special features

Following, with single-word references, are the issue and page numbers of the brand reports and special round-up features.

Top 200 Brands — July p 49
Newspaper ad leaders — June p 117

Advertising agencies in '83 — Jan. p 91

Advertisorials — Mar. p 70
Affiliate switches — Mar. p 57
Agency/client conflicts — Oct. p 70,
Nov. p 61

Agency/client relations — Feb. p 59,
Mar. p 62, Apr. p 64

Automobiles — May p 145

Barter — Feb. p 64

Business magazines — Oct. p 62

Business to business — BtB Special

Cable outlook/Scorecard — Feb. p 115

Cigarettes — Dec. p 99

Computer software — Nov. p 143

Computers — Oct. p 157, Nov. p 52

Contemporary Hit Radio — Apr. p 76

Cookies — Aug. p 54

Cosmetics — Mar. p 129

Direct marketing — June p 59

Electronic mail — Oct. p 134

Financial services — Sept. p 133

Fitness market — Mar. p 60

Global marketing — Dec. p 34-136

Hair care — July p 38

Health care — June p 64

Home furnishings — June p 143

Independent tv stations — Sept. p 62

Jewelry — Apr. p 123

Licensing — Sept. p 72

Magazine changlings — Jan. p 54

Media costs — FS p 8-120

Media in '83 — Jan. p 97

Motion pictures — Jan. p 64

Office automation — Jan. p 103

Personal computers — Oct. p 157

Pharmaceuticals — Aug. p 87

Soft drinks — Feb. p 135

Split 30's — Aug. p 41

Spokespersons — Sept. p 64

Standard Advertising Units (SAU's) — Jan. p 50, July p 206

Teen age market — July p 42

VCR's — Sept. p 48

Videotex/Teletext — Feb. p 72 (1983-

Nov. p 64, Dec. p 60)

Watches — Apr. p 123

cel after finding fare wanting. Jan. p 52.

An up and down year for media — How cable fared in 1983. Jan. p 100.

Videotex advantage — Who wants it, for what, and why. Part 3 — Feb. p 72 (Part 1 — Nov. '83, p 64; Part 2 — Dec. '83, p 60).

Agencies up ante by 30% — New life is being breathed into ad-supported cable and that means ad dollars. Feb. p 115.

Cable's 1984 outlook — FCB's Blaine taps industry's collective wisdom. Feb. p 120. Also: **Scorecard** showing cable activity in top 20 agencies. Feb. p 126.

How top cable nets win advertisers — Despite hard times, some cable networks are on the profile trail. Mar. p 76.

Get ready for the video generation — Guest editor Steve Fajen predicts the electronic media future. Apr. p 59.

Anheuser-Busch sells cable — Beer giant puts its Sports Time cable network on sale but where are the takers. Apr. p 72.

Interpreting the cable tv rating surveys — Commercial cable networks are not going to challenge ABC/CBS/NBC dominance. (MED-Papazian) Apr. p 84.

Waiting for the connection — A system of interconnects will make the cable buy easier and it is on the way. May p 78.

Advertisers try do-it-yourself cable — Many marketers are trying their own hand at cable production. June p 70.

Cable's troubles pale next to DBS and MDS — The real sticklers facing agencies are the problems faced by DBS and MBS. Aug. p 51.

Costs up but cable is still a good buy — Agencies and analysts look at what is precipitating cable cost hikes. FS p 45.

"Must carry" round robin continues. It seems that the debate on "must carry" will continue. (DC) Oct. p 24.

Videotex: now, later or never — Agencies cite slow subscriber growth but analysts are optimistic. Oct. p 56.

Mining the local ad nuggets — Local cable is a great way to make profits; lack of research and startup costs are the glitches. Nov. p 57.

"As they see it" columns on cable tv by:

Allen Banks — "Global villages" mean changes — Coming growth of communications satellites means more cable channels and program choices. Jan. p 84.

Ned Gelband — Talking their way to the next step — Another look at the state-of-the-art of satellite-to-homes video/data transmission (DBS). Feb. p 106.

Ron Kaatz — Why informational is a good bet — What we learned about Cableschool. Mar. p 102.

Barry Kaplan — The Ted Bates 5% cable solution update — Nielsen data show the Bates plan was right. May p 102.

Beverly O'Malley — Who gets called for cable availabilities? — Besides numbers, what are the key factors in buying network cable. June p 90.

Richard Kostyra — Will pay stay commercial free? — It is improbable that a pay service would move over to commercials. July p 173.

Ned Gelband — Cable must overcome expansion handicaps — A lot of factors come to the fore. Aug. p 110.

Beverly O'Malley — Cable at its best — How cable moved in when the "big" nets questioned its merits. Oct. p 114.

DIRECT MARKETING

There is nothing fuzzy about The Shaper Image — Richard Thalheimer, president, The Shaper Image, tells how much more there is to catalog selling than mailing books. SS p 35, also May p 110.

Direct marketing hits the agencies — Major agencies find direct marketing expertise necessary in highly targeted marketing segments. June p 59.

Getting together is hard to do — Latecomer to the direct marketing scene, SSC&B has taken the plunge with The Frank Vos Co. June p 62.

Direct marketing earns its place — Not a backroom operation selling once-in-a-lifetime offers. (AWSI) June p 80.

Catalogers face expense explosion — Paper and postage costs are the big hurdles in 1985. FS p 101.

Neither snow nor rain halts electronic mail — Many companies are investing in computer sent mail. Oct. p 134.

"As they see it" columns on direct marketing by:

Carl P. Bloom — Use print to prospect for names — The pressure to explore new universes has led to new ways of using print and tv. June p 94.

William Morrissey — What the computers can do for marketers — Direct marketers have recognized their role. Nov. p 102.

GOVERNMENT REGULATION

Oklahoma ban worries industry — Oklahoma's ban on liquor advertising poses a worry to alcoholic beverage advertisers. (DC) Jan. p 33.

Sony, time-shifting and modern times — Supreme Court decision on copyrights and royalties for VCR/VTR use. (DC) Mar. p 24.

Monitoring the media: Nets' use of projections — Criticism has been leveled at the way television covers political news. (DC) Apr. p 46.

MAGAZINES

Image revision for magazines — Some magazines upgrade audience by changing editorial formats. Jan. p 54.

An up and down year for media — How magazines fared in 1983. Jan. p 99.

When once isn't enough — Use of consecutive pages in magazines gains momentum. Feb. p 62.

Magazine audience measurements — Isn't it time for a review and appraisal of the syndicated readership studies. (MED-Papazian) Feb. p 82.

A long race for fitness marketers — Health and fitness magazines are gaining in circulation and ad dollars. Mar. p 60.

How effective are advertorials? Are readers reading? Are advertisers getting their money's worth? Mar. p 70.

Magazine Mavericks — 13-30's founders, Christopher Whittle and Phillip Moffitt, give magazines a special interest. May p 62.

Consumer magazines ask for 7% rate hike — Conservative increases expected to help maintain ad growth. FS p 59.

1984's magazine circulation picture — Circulation shortfalls are seldom as serious as feared. Oct. p 148 (Letter Dec. p 28).

Are our print media going global? It is the upscale magazines that are vying for overseas readers. Dec. p 78.

"As they see it" columns on magazines by:

Hal Katz — The advantages of narrowcasting — Magazines like American Health are rising to the challenge of audience selectivity. Jan. p 74.

Paul Zuckerman — A matter of issues — Some of the more salient that continue to pervade the magazine business. Feb. p 94.

Arthur J. Molespine — What about the clutter problem? — Loss of visibility is not only a tv problem. Mar. p 92.

Alan Karo — Developing corporate identity — How Beatrice Foods utilized its brands to leverage the corporation. Apr. p 98.

Deborah Solomon — Foreign circulation — Remain aware of the amount of foreign circulation and if it is included in the rate base. June p 100.

Paul Zuckerman — The difference between selling and marketing — Why don't magazine salesmen position themselves as marketing partners? July p 171.

Anna Fountas — Magazine simulation: A "post-analysis" — A review of simulated numbers with subsequent SMRB data shows an overstated situation. Sept. p 80.

Hugh O'Brien — Magazine ad revenues up over 14% — All around cooperation led to the comeback of magazines in the advertising picture. Nov. p 92.

John Meskil — Magazine forecast — 1985 will be about the same as 1984 but some emerging patterns could cause trouble. Dec. p 94.

MARKETING

AT&T biggest explaining job — Guest editor Jim Brunson tell how it is explaining the new setup to the public. Jan. p 56.

Jim Thompson tells how Philip Morris hits the top — Adperson of the Year plaque to Thompson. Jan. p 62.

Audience segmentation hits Hollywood — The movie industry has found audience segmentation in a big way. Jan. p 64.

L&M lights up again — Liggett & Myers repositions, introduces new brands in return to cigarette wars — Feb. p 68.

Do you know your consumers? — Myth of the mass market wanes in face of new approach to demos and segmentation. Feb. p 76.

A long race for fitness markets — Even cigarette and beverage marketers are tying into fitness as a lifestyle to sell against. Mar. p 60.

GM lets George do it — Guest editor John McNulty explains why GM corporate sponsors miniseries. Mar. p 68.

Kaypro's KO punch — price plus software — In-box software, low prices made Kaypro a computer success. Mar. p 72.

Kodak invades home video — Introducing a third VCR format, Kodak tries to recoup home movie market. Mar. p 74.

Diet Coke takes aim at number two — How Coca-Cola is trying to get Pepsi's number two spot. Apr. p 62.

P&G squeezes orange juice market — Citrus Hill debut makes it a new game for Tropicana and Minute Maid. Apr. p 68.

Dogfight for business travellers — Midway and Braniff go after the business man with a vengeance. Apr. p 70.

Admiral's one-shot television punch — Appliances with pizzazz get upscale positioning in comeback effort. Apr. p 110.

New targets for General Foods — Guest editor Kent Mitchel applies segmentation to mass marketing. May p 66.

Beatrice make-over — How Beatrice Foods is revamping its image. May p 74.

A segmentation approach to the market — Research orientation is needed to bring meaningful segmentation to black and

Hispanic markets. (VuPt-Benn) May p 134.

Direct marketing hits the agencies — As the mass market breaks up, advertisers seek ways to sell individuals. June p 59.

Health care moves to Madison Avenue — A doctor glut and high medical costs have the profession advertising its services. June p 64.

Taco Bell targets mainstream America — PepsiCo division is out to convince fast food fans that it matches McDonald's. June p 66.

15 top marketing successes of 1983

Campbell Soup	SS p 25
The Sharper Image	SS p 35
Panasonic Co.	SS p 41
Amtrak	SS p 47
Old Milwaukee (Stroh)	SS p 53
Cosmair Cosmetics (L'Oréal)	SS p 59
Coca-Cola USA	SS p 65
American Broadcasting Co.	SS p 71
American Motors	SS p 77
Riunite	SS p 85

Lorillard Div. (Loews) SS p 89

Calvin Klein Industries SS p 95

Brown-Forman (Canadian Mist) SS p 101

Maytag Co. SS p 109

Coleco Industries SS p 115
(Cabbage Patch)

Fuji snaps at Kodak — Japanese photo giant uses Olympics to win bigger share of U.S. market. July p 32.

Under siege, cigarette marketers fight back — Guest editor Tom Lau, Lorillard, explains the difficulties. July p 34.

A messy tangle with the hair care market — New brands have expanded budgets and shorter life cycles. July p 38.

Stroh breaks beer baron monopoly — Network tv sports sponsorship is finally available to Stroh after long legal travail. July p 40.

Marketing to teens: All talk, no action — Marketers are missing a segment that is about as fickle in brand loyalty as it is affluent. July p 42.

Advertiser/agency case histories

AT&T — Jan. p 56	Citrus Hill (P&G) — Apr. p 68
Admiral Corp. — Apr. p 110	Coca-Cola — Feb. p 137, Apr. p 62, SS p 65
Alberto-Culver Co. — Jan. p 47	Coleco Industries — SS p 115
American Greetings Co. — Sept. p 175	Columbia Pictures — Aug. p 44, Dec. p 58
American Broadcasting Co. — Mar. p 57, SS p 71	Cosmair Cosmetics — SS p 59
American Microchips, Inc. — BtB p 108	Crush-Hires — Feb. p 141
American Motors Corp. — SS p 77	Cuisine — Nov. p 34
American Tobacco Co. — Dec. p 99	Data General — Jan. p 110, Dec. p 135
Amos' Cookies — Aug. p 56	David's Cookies — Aug. p 56
Amtrak — SS p 47	DeBeers — Apr. p 138
Anheuser-Busch Tele-Comm. — Apr. p 72	Digital Equipment Corp. — Jan. p 108
Apple Computers — Nov. p 52	Dr Pepper — Feb. p 140
Arbitron Ratings Co. — Apr. p 74	Dow Corning — BtB p 46
Elizabeth Arden — Oct. p 142	Doyle Dane Bernbach — Dec. p 74
Audit Bureau of Circulations — Jan. p 70	Duncan Hines — Aug. p 54
Audits of Great Britain — Apr. p 74	Esquire Magazine — May p 62
Automatic Data Processing, Inc. — BtB p 50	Exxon Office Systems — BtB p 74
Avon Products, Inc. — Nov. p 68	FASTRAC — Nov. p 76
NW Ayer — Dec. p 74	Mrs. Fields Cookies — Aug. p 56
BBDO — Dec. p 52	Foote, Cone & Belding — Dec. p 54
Barksdale Controls — BtB p 80	Ford Motor Co. — May p 145
Ted Bates & Co. — Dec. p 74	Foxboro Co. — BtB p 84
Beatrice Foods — Apr. p 98, May p 74, Sept. p 156	Frito-Lay — Aug. p 54
BehaviorScan — Nov. p 76	Fuji Photo Film Co. — July p 32
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Burdine's — June p 152	Grey Advertising — Dec. p 74
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Cableshop — Mar. p 102, Aug. p 34	IBM — Jan. p 106, BtB p 88
Calvin Klein Industries — SS p 95	Information Resources Inc. — Nov. p 76
Campbell Soup Co. — SS p 25, Aug. p 36	Interactive Marketing System — Feb. p 75, May p 70
Cambo Co. — BtB p 96	Intercept — Feb. p 70
Canadian Mist — SS p 101	International Gold Corp. — Apr. p 139
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Is new campaign the solution to Miller High Life? — Miller Brewing goes on agency search as sales lag. Aug. p 38.

Coke means clout for Columbia Pictures — Many marketing possibilities unfold as Columbia taps Coca-Cola's resources. Aug. p 44.

How the cookie crumbles — P&G and Frito Lay are nibbling at Nabisco's empire. Aug. p 54.

Ailing Levi's stitches together a new strategy — Troubled garment maker's new campaign to halt shrinkage of sales dip is backed with \$150 million budget. Aug. p 58.

VCR's: Ogre or opportunity — Video cassette recorders are changing the way consumers are watching tv. Sept. p 48.

Seagram blankets the wine spectrum — How Seagram hopes to turn its buy of Coke's Wine Spectrum into profits. Sept. p 54.

Can celebrities really sell products? —

A celebrity spokesperson is not a sure winner in effort to achieve image. Sept. p 64.

Penney's puts on makeup and new clothes too — J. C. Penney seeks a luxurious image with an upscale campaign. Sept. p 68.

A new license for marketers — Licensing a character is a way to beat the high cost of production. Sept. p 72.

Marketers fuel promotion budgets — Sales promotion techniques — coupons, sampling, sweepstakes — are getting more attention. Sept. p 130.

NutraSweet's souring saga — G. D. Searle is facing challenges from cyclamates and health groups. Oct. p 67.

Consumers welcome in-store couponing — Two new services are dispensing coupons from devices in supermarkets. Oct. p 78.

Neither snow nor rain halts electronic mail — Electronic mail is here with multimillion budgets. Oct. p 134.

Color by numbers — Women are now asking computers for an evaluation of make-up products. Oct. p 142.

PC makers' fourth R: Reaching educators — The education system is a wide open field for computer makers. Oct. p 176.

Apple fighting furiously to stay number two — Guest editor John Sculley tells of unusual marketing techniques to offset competition from IBM. Nov. p 52.

A troubled Avon knocks at several new doors — Avon is moving to alternative distribution methods. Nov. p 68.

Computers in marketing: Simplifying the chores — Three companies are offering systems to help shorten time for marketers. Nov. p 136.

Taking a hard look at where global marketing is going — Panel discussion of the current issues involved in global marketing. Dec. p 34.

A quartet of agencies tune to separate global notes — How each is positioning itself to handle increased international business. Dec. p 43.

U.S. programmers face off for global challenge — U.S. programmers are looking for new sources of revenue: maybe multi-national advertisers. Dec. p 56.

Mary Kay Cosmetics — Mar. p 136

Kaypro Corp. — Mar. p 72

Keebler Cookies — Aug. p 54

Eastman Kodak Co. — Feb. p 66, Mar. p 74

Kraft Foods — Nov. p 130

Leading National Advertisers — Feb. p 75

Leisure Market Radio — July p 44

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McDonnell-Douglas Corp. — BtB p 58

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A. C. Nielsen Co. — Apr. p 74, Nov. p 76

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Ogilvy & Mather — Dec. p 74

Panasonic — SS p 41

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Pepsi-Cola — Feb. p 138, Apr. p 62

Perception Research Service — May p 164

Philip Morris — Jan. p 62, Dec. p 99

Procter & Gamble — Apr. p 68, Aug. p 54

Prudential-Bache — Sept. p 133

RKO Radio — Feb. p 70

Radio Advertising Bureau — Jan. p 60

Resort Network — July p 44

R. J. Reynolds Co. — July p 34, Dec. p 99

Riunite — SS p 85

Rolm Corp. — BtB p 38

Rome Reports — Feb. p 75

SSC&B — June p 62, Dec. p 74

Seaboard System Railroad — BtB p 68

Joseph Seagram & Co. — Sept. p 54

G. D. Searle (NutraSweet) — Oct. p 67

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The Sharper Image — SS p 35, May p 110

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Stroh Brewing — SS p 53, July p 40

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Those Characters from Cleveland — Sept. p 175

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USA Today — June pp 72, 96, Sept. p 146

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Ziff-Davis Publishing — Nov. p 34

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"As they see it" columns on marketing by:

Dawn Sibley — Media planning — A discipline — Many decisions made in me-

COVER SUBJECTS — 1984

January	James L. Brunson, corporate vp, advertising services, American Telephone & Telegraph Co.
February	Richard Kostyra, senior vp, media director, J. Walter Thompson Co.
March	John McNulty, vp public relations, General Motors Corp.
April	Steve Fajen, senior vp, media director, Compton Advertising
May	Kent Mitchel, vp marketing services, General Foods Corp.
June	Frank Vos, chairman, creative director, Frank Vos Co. Kenneth Robbins, chairman, ceo, SSC&B
July	Tom Mau, vp, advertising/brand management, Lorillard Div, Loews Theatres
August	Francis T. Vincent, chairman, ceo, Columbia Pictures Industries
September	Alec Gerster, executive vp, director media/programming, Grey Advertising
October	Gordon Link, director, USA media services, McCann-Erickson USA
November	John Sculley, ceo, Apple Computers, Inc.
December	Theodore Levitt, professor business administration, Harvard University Allen Rosenshine, chairman, ceo, BBDO, Inc. Barry Day, vice chairman, director professional client services, McCann-Erickson Walter O'Brien, vice chairman, director multinational client services, J. Walter Thompson Co. Edward Roncarelli, president, multinational business group, Foote, Cone & Belding

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Norman Brown — Marketing, advertising and the Bermuda Triangle — The three forces that come into play in the creative process. Oct. p 124.

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Home video — see Video cassette recorder

I

IBIT (Issue By Issue Tally) — Jan. p 18 (PB), Feb. p 96 (ATSI), Apr. p 17 (PB), Dec. p 17 (PB)
Image advertising/building — see Corporate advertising
Image, employee — June p 52 (FU)
Imagery — May p 32 (Q)
Independent tv stations — Mar. p 44 (Q), Apr. p 44 (NE), Aug. p 103 (BB), Sept. p 62
Information processing — BtB p 22
Infomercials — see Long-form commercials
Insertions, multi-page — Feb. p 62
Integrated 30's — see Split 30's
Interactive cable — see Cable, shop at home
Interconnects — May p 78
International marketing — Dec. pp 43, 70, 74
Introducing new products — see New product introductions
Issues advertising — Mar. p 33 (UD), see also Corporate advertising

J

Jeans — Aug. p 58
Judgement buying — Feb. p 108 (ATSI)

L

Length of commercial — see Split 30's; Long-form commercials
Licensing — Sept. p 72, Dec. p 28 (UD)
Liquor — Jan. p 33 (DC), Mar. pp 32 (UD), 84 (ATSI), May p 33 (UD), SS p 101, Nov. p 46 (UD), Dec. p 33 (DM)
Local co-op advertising — see Co-op

advertising (dealer)
Local/national rates — May p 100 (ATSI)
Localizing media — May p 176
Logs, stations — Oct. p 76
Long-form commercials — Jan. p 26 (NE), Feb. p 112, May p 26 (NE), Aug. p 34 (NE)
Lubricants/sealants — BtB p 46

M

Magazines, single sponsor — May p 64, Nov. p 53
Mail order — see Direct marketing
Marriage mail™ — Mar. p 17 (PB), May p 82 (AWSI), June p 18 (PB), Oct. p 54 (HW), Dec. p 17 (PB)
Mass marketing — Feb. p 76
Maturity market — June p 48 (Q), see also Senior citizens

MDS (Multi-point distribution) — Aug. p 51
Media checking services — Jan. p 20 (NM), Feb. p 75
Media mix — Jan. p 72 (MED), Sept. p 76 (AWSI)
Media Person of the Year — see Adperson
Media selling — Mar. p 76, Apr. p 72, Aug. p 66, Sept. p 105 (ATSI)

Medicines — BtB p 32
Men, as shoppers — Mar. p 92 (ATSI)
Merchandising — Oct. p 118 (ATSI)
Meters, people — see People meters
Microchips — BtB p 108
Micro computers — Aug. p 28 (FU)
Middle class — Feb. p 52 (Q)
Monitoring — Feb. p 26 (DC), Oct. p 76
Motion pictures — Jan. p 64, SS p 71, Aug. p 44

Motorcycles — June p 42 (UD)
Multi-page insertions — see Insertions, multi-page
Music — Apr. p 76, Nov. p 96 (ATSI)
Music tv — Jan. p 32 (UD)

N

Narrowcasting — Jan. p 74 (ATSI), Apr. p 143 (BB)
National/local rates — Sept. p 17 (PB)
New product introductions — Jan. p 32 (UD), Feb. p 68, Mar. pp 74, 98 (DFS Data), Apr. p 68, Sept. p 72, Nov. p 76
New crawls — Mar. p 50 (NIM)
Newspaper ad size — see Standard Advertising Units
Newspaper Preservation Act — Feb. p 80 (AWSI)
Newsstand sales — Apr. p 40 (NM)
Network clearances — Jan. p 47

O

Office automation — Jan. p 103, May p 36 (UD), BtB p 74
Office copiers — BtB p 102
Old-age market — see Senior citizens
Olympics — Sept. p 160 (BB)
One order/one bill — Jan. p 17 (PB), June p 160 (BB)
Orange juice — Apr. p 68
Over 50 market — see Senior citizens

P

Page exposure — Sept. p 17 (PB)
Parking meters — Oct. p 40 (UD)
Pay-for-view cable — see Cable, pay for view
Pens, writing — May p 33 (UD)
Piggyback — see Split 30's
People meters — Apr. pp 74, 82 (AWSI), June p 38 (UD), Sept. p 96 (ATSI)
Personal computers — see Computers, personal
Phone companies, private — Nov. p 25 (FU)
Political advertising — Feb. p 30 (NE), May pp

through large space ads in top business publications (*Forbes*, *Business Week*, etc.); ran major market day-of-tune-in spots; and sent weekly mailgrams to lists of key publications and corporate execs to announce the profiled CEO.

Currently, half a dozen FCB clients are entering cable with new series planned for early 1985 debuts. For those clients, Telecom is exploring relationships with CBN, ESPN, USA, and Lifetime. In addition to *Star Track*, a gossip entertainment show which Clorox will sponsor on USA to replace *Seeing Stars*, six series have been maturing in Telecom's incubators. (It takes about one year from concept development to show airing, by Telecom reckoning.) One series, a soap opera with a 'heartland,' family-oriented flavor, will attempt to break what McQueen terms the "*Hustler Magazine* mentality of broadcast soaps, the sleaze factor which disturbs advertisers, particularly when product identification is involved."

Another client-sponsored show à la *Pinnacle* will profile entrepreneurs. Also in the works, *American Snapshots*, close-ups of interesting Americans from all geographic areas; *Science Scope*, focusing on universities' activities in the sciences; *Vantage Point*, a series revealing how tough corporate decisions are made; and a travelogue featuring U.S. destinations.

"What concerns me is hearing any blasé attitude toward client sponsorship on cable," says McQueen. "We're only at the adolescent stage in cable program development and it will take consistency and careful thought to bring us to the next stage of client involvement. There are still mountains to climb," he maintains.

The challenge is to create a cable product at perhaps 10% of a broadcast network budget whose production values make that show indistinguishable from broadcast's in the viewer's eyes. And, most critical from the client perspective, the show must convey the ad message in a compatible, non-intrusive manner. "It ain't easy," concedes McQueen, "but we feel we're just beginning to get it right."

Judith Reitman

26 (NE), 30 (NE), June p 33 (DC), July p 30, Sept. pp 32 (HW), 76 (AWSI), Oct. pp 17 (PB), 114 (ATSI), Nov. p 17 (PB)

Political news — Apr. p 46 (DC)

Population statistics — Feb. p 36 (HW), Mar. p 36 (Q), Aug. p 28 (FU)

Predictions — Apr. p 59, Nov. p 161 (BB), FS pp 12, 21 (Coen), 46

Pressure groups — Feb. p 2 (GE)

Pressure switches — BTB p 80

Print vs. tv — June p 46 (HW)

PRIZM — Feb. p 142, Mar. p 40 (FU), Aug. p 66

Prohibitionists — Feb. p 48 (Q)

Production costs — Feb. p 48 (Q)

Product protection — Sept. p 18 (PB)

Professionals — Nov. p 41 (HW)

Programming, barter — Feb. p 64

Programming costs — Feb. p 104 (ATSI)

Public Television — Jan. pp 2 (GE), 110 (UD), Nov. p 161 (BB), Dec. p 6 (DC)

Purchase influence — Mar. p 92 (ATSI), June p 17 (PB)

Radio formats — Apr. p 78

Railroads, advertising of — BTB pp 68, SS 47

Rate cutting (magazines) — Feb. p 94 (ATSI), FS 70

Rate differential — Feb. p 92 (ATSI)

Reach and frequency — May p 102 (ATSI), Sept. p 105 (ATSI)

Readership studies (magazines and newspapers) — May p 17 (PB), June p 17 (PB); see also Audience measurement

Regional marketing — Mar. p 40 (FU)

Regional media — Feb. p 96 (ATSI), May p 176 (VuPt), Oct. p 62

Regulation of advertising — Jan. p 33 (DC)

Repetition — July p 18 (PB)

Representatives, media — Radio Feb. p 70, July p 171 (ATSI), Newspapers Dec. p 91 (ATSI)

Research, volume bought — Nov. p 25 (FU)

Restaurant supplies — BTB p 96

Sandra Rifkin (announcement) — May p 2 Roadblocking — Feb. p 66, Mar. p 78 (cable)

S

SAU — see Standard Advertising Units

SMRB — Jan. p 70 (AWSI), May p 17 (PB)

Sales promotion budgets — Sept. p 130

Sampling — Jan. p 17 (PB), Sept. p 130

Scarborough — Jan. p 70 (AWSI), Feb. p 94 (ATSI)

Scoreboards — see Sports, scoreboards

Scorecard — Cable Feb. p 126

Segmenting — Mar. p 88 (ATSI), May pp 134, 66

Senior citizens — June p 48 (Q), Sept. p 32 (HW)

Shared mail — see Marriage mail™

Shared 30's — see Split 30's

Shaving products — Aug. p 36 (UD)

Shopping habits — see Consumer attitudes, Purchase influence

Short-form programming — Jan. p 99, Nov. p 30 (NE)

Simulation — Sept. p 80 (ATSI)

Smart Box — July p 8 (NE)

Social values — Feb. p 48 (Q)

Soft drinks — Feb. p 135, Apr. p 62, SS p 65, July p 22 (UD)

Software — BTB p 22, Nov. p 143

Special issues — Dec. p 17 (PB)

Special sections — see Advertisorials

Split 30's — Jan. p 47, Feb. p 159 (BB), Apr. pp 36 (Q), 144 (BB), Aug. p 41, Sept. p 78 (ATSI), Dec. p 120 (BB)

Spokespersons — Sept. p 64

Sporting goods — Feb. p 32 (UD)

Sports — Mar. p 60, Apr. pp 44 (NE), 72,

June p 38 (UD), July p 22 (UD), Aug. p 103 (BB), Sept. p 26 (UD)

Sports, scoreboards — June p 18 (PB)

Sportnet — June p 159 (BB)

Standard Advertising Units — Jan. p 50, Feb. p 94 (ATSI), May p 100 (ATSI), July pp 18 (PB), 206, Oct. p 17 (PB)

Stereo tv sets — June p 76, Nov. p 46 (UD)

Suburban newspapers — Mar. p 86 (ATSI)

Super Sunday — Feb. p 66

Supreme Court — Mar. p 24 (DC), Nov. p 40 (DC)

Swan, Carroll J., (Obit), Mar. p 2

Sweetners, artificial — Oct. p 67

Syndication — FS p 35

Syndication, ad supported — Feb. p 64

T

Teen marketing — July p 42, Oct. p 38 (UD)

Telecommunications — BTB p 38

Teletext/Videotex — #3 Feb. p 72, (#1 Nov. '83 p 64, #2 Dec. '83 p 60), Mar. 102 (ATSI), Apr. p 116

Testimonials — Sept. p 64

Testing, product — Nov. p 76

Toys — Feb. pp 46 (FU), 170 (UD), SS p 115

Training programs — Mar. p 66

Travellers — Feb. p 33 (UD)

Tv sets, stereo — June p 76, Nov. p 46 (UD)

U

Umbrella copy — Feb. p 62

Un-wired networks — Feb. p 70

Up-front buying — Apr. p 143 (BB), May p 59, FS p 35

Upscale marketing — Jan. p 32 (UD), Sept. p 68, see also High-priced products

Utility advertising — Jan. p 56

USA Today — June pp 72, 96 (ATSI), Aug. p 17 (PB), Sept. pp 28 (NIM), 146, Nov. p 17 (PB)

V

VALS — Feb. p 142, Mar. p 40 (FU)

Video cassette recorders — Mar. p 74, Apr. p 61, Sept. p 48, Dec. p 22 (HW)

Video games — Apr. p 61

Video jukebox — Nov. p 30 (NE)

Video music — see Music, tv

Video disc player — May p 56 (UD)

Videotapes — Oct. p 38 (UD)

Videotex — #3 Feb. p 72, (#1 Nov. '83 p 64,

#2 Dec. '83 p 60), Apr. pp 30 (MB), 48 (UD), 52 (UD), 61, 116, Oct. pp 48 (NE),

56, Dec. p 30 (NE)

Violence — Apr. p 44 (NE)

Vitamins — Apr. p 52 (UD), Aug. p 95

W

Water, bottled — Feb. pp 32 (UD), 46 (FU)

Wine — Jan. p 32 (UD), Mar. p 33 (UD), SS p 85, Sept. p 54

Women, advertising to — Jan. p 18 (PB)

Women, attitudes — Feb. p 40 (HW)

Women, working — May p 49 (HW), Nov. p 162 (BB)

Work-at-home trend — Jan. p 36 (FU)

Wrestling — Oct. p 106 (ATSI)

Year-end review — Agencies-Jan. p 91; Media-Jan. p 97

Y

Yellow Pages — FS p 95

Z

Zapping — Feb. p 26 (DC), Mar. p 96 (ATSI),

Apr. p 118, July p 162 (ATSI). Oct. p 124 (ATSI)